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Sigma Delta Chi

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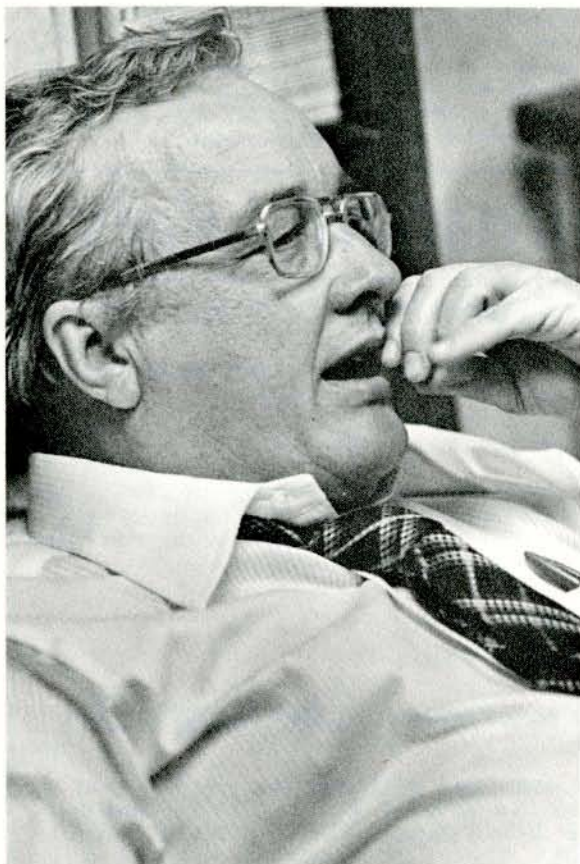
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# The Fourth Estate

Vol. 2 No. 1 Oct. 29, 1976 Department of Mass Communications Western Kentucky University



Jim Ausenbaugh

## Depth

*Jim Ausenbaugh adds his experience to Western's news-editorial faculty*

A decision by James Ausenbaugh, state editor of the Louisville Courier-Journal, to become a college professor provided the journalism faculty at Western Kentucky University with more than a half century of professional experience on its staff.

Ausenbaugh became a college professor to add the depth of his experience and to see if he could make a "little improvement" to college journalists who enter the professional world.

He said he looks at himself as a recent escapee from the newspaper world, and would "like to think I can give a youngster a look at what it's like out there."

Ausenbaugh has held a variety of editorial positions with the Courier-Journal during his 20 years there. He spent two years as a civilian employee of the European edition of the Stars and Stripes and two years on the Evansville (Ind.) Press in addition to several weekly newspapers.

The new journalism faculty member came from a family of teachers. Both his father and mother taught in the Louisville school system.

Ausenbaugh said he always wanted to teach and was ready for something new after his many years in the daily newspaper business. At the same time, he said there are "only a couple of places on earth I would teach, and this (Western) is one of them."

He has set goals for himself that he admits could be a "little grandiose."

"Maybe I can make some impact on the quality of the language," he said, adding that he would "like to see a little improvement in the people we have here."

Ausenbaugh said he would like to teach students about the realities of journalism. "I want to encourage students to go into journalism if it's for them, but if it's not, I want to help them get out of it."

"Language at its best is a precision instrument," he said, "it can do the

Continued on page 4

## 40 students enjoy 'taste of the real world'

A group of mass communications students got a "taste of life" last May and on the whole it was quite an experience.

The "taste" was live coverage of the Kentucky presidential and congressional primaries. It was a cooperative effort between media services and television station WTVF, Channel 5, in Nashville, Tenn.

Western's involvement arose because the Kentucky and Tennessee primaries were the same day, according to Dr. Charles Anderson, director of media services.

WTVF news covers Southcentral Kentucky and Central Tennessee, and both areas required extensive coverage.

Dr. Anderson was contacted by Chris Clark, Channel 5 news director, about covering the Kentucky segment from Western's educational television facilities. But the arrangement was not merely a convenience for the Nashville station, Anderson said.

"Student involvement was stressed from the beginning, and WTVF was very interested in providing the service to the

students," he said. The "service" was the opportunity for live coverage which Dr. Anderson said is not abundant.

Live coverage required a great deal of planning on both ends. "WTVF purchased direct audio and video lines between here and Nashville," Anderson said. "They sent up two anchorpersons, and brought a complex read-out system to tally the votes."

The rest was done by Western students. "Faculty involvement was strictly advisory," Anderson said. "Bryce Combs, a senior from Owensboro,

coordinated the effort from this end—producing, directing, and designing the set."

"We had no direct supervision," Combs said. "No one was standing over us telling us how to do it. Everyone knew his job and did it."

Both Anderson and Combs agreed there were no real problems. "We lost the use of one camera, but we had three others," Combs said.

Between 40 and 60 students participated in the total production. They came from virtually every field within the

Continued on page 6



## 725 majors and minors

# Department enrollment continues climb

The number of majors and minors in all sequences in Western Kentucky University's department of mass communications reached approximately 725 this fall, up more than 100 since the second semester of last year.

Broken down by major, sequence and minor, enrollment figures supplied by the WKU registrar's office indicated 130 students were majoring in journalism, 94 in advertising, 228 in broadcasting, 44 in photojournalism, 15 in

journalism education, 95 in general mass communications, 92 in public relations, and 27 were minors.

According to James L. Highland, assistant professor of mass communications, enrollment in all courses taught by the department is approximately 1,500.

Highland said national trends played a major role in the department's increased number of majors and minors.

He said the popularity of mass communications has increased primarily because of

the general popularity of television, the need in Kentucky for trained advertising personnel, and the fame of Washington Post reporters Bob Woodward and Carl Bernstein in their investigative reporting of the Watergate scandal.

Highland added, however, that he thought some students would not remain in the field when they realized not all journalism involved the same type of investigative reporting practiced by Woodward and

Bernstein.

Highland said even with increased enrollment, there is no apparent job crunch in journalism at the present time for Western graduates.

"I don't know why, but all over the state, newspaper employers are looking to Western to supply journalism graduates," he said. He added that the market for advertising jobs on newspapers has not been touched by schools and departments of mass communications.

## C-J columnist concerned about newspaper's future



Billy Reed

television has caused a decline in newspaper circulation.

"The newspaper is going through a difficult period," he said. "Surveys have shown the literacy of school children has dropped, and television has made the public more visually oriented."

"Now people can sit in front of their televisions and not have to read or turn the page," Reed said.

He said newspapers could interest more people by devoting more space to "people stories" and by doing more "indepth, behind the scenes reporting."

Reed writes a column that appears in the Courier-Journal four days a week.

"Writing a daily column is one of the hardest things I've ever had to do," Reed said.

"I try to make my stories informative as well as entertaining," he said, "but it's hard to second guess readers."

Reed said he gets his ideas mainly from letters and phone calls from readers.

A particularly good story came from a lady who was trying to give away a bald duck, he said. It was "the most pitiful thing I have ever seen in my life," he said. It had a "bad sunburn. It couldn't fly, and it couldn't swim."

After he wrote the story, the Associated Press picked it up. Reed said he received letters from people all over the United States who were interested in providing a home for the duck. A lady in Florida finally adopted it.

Billy Reed, columnist for the Louisville Courier-Journal, told an audience of journalism students that his generation may be the one to witness the death of the daily newspaper.

Reed spoke to more than 50 people in Downing University Center as part of a lecture series sponsored by The Society of Professional Journalists—Sigma Delta Chi.

"A steady decline in circulation would indicate that the reader is not getting what he wants from a newspaper," Reed said. "Even today some editors cling to the old ideas of printing only hard news and not listening to the reading public."

Reed said that if the editors don't change their ideas "we may see the death of the newspaper in our time."

Reed said a decline in the literacy of school children and a public that depends on

## Journalism briefs

### Dickey to keynote convention

Debbie Dickey will be the keynote speaker at the Texas High School Press Convention in Dallas, Texas, Dec. 10 and 11.

Miss Dickey, editor-writer for university publications and an instructor of mass communications, will speak on

high school newspapers and yearbooks.

She has taught workshops at the University of Oklahoma, Ball State University, the University of Texas, and Valparaiso University and is co-director of Western's High School Press Day.

## Finally....

### Talismans arrive after long delay

Five full months and one reprinting later, about 8,500 copies of the 1976 Talisman arrived Sept. 28.

The books were originally scheduled to be given out the first week in May, but were rejected by Western because of poor printing quality.

As a result, the Delmar Printing Company of Charlotte, N.C., reprinted the books during the summer. Estimated arrival dates had ranged from mid-July to the end of August.

According to Talisman adviser Roger Loewen, the printing company said it was running behind because of corrections made late by the yearbook staff.

Loewen replied that correction proofs were returned "four weeks after the time specified in the contract."

Copies of the book were distributed the week of Sept. 28 to all students who were full-time in either the fall or spring semester. Undergraduate

students needed at least 12 hours to be considered full-time, while graduate students needed nine. Talismans were mailed to graduating seniors at their home addresses.

The delays in printing caused two new changes in the production of the 1977 Talisman. The book has changed from a spring to summer delivery, and American Yearbook Co. of Clarksville, Tenn., will print the '77 book.

Jim Siwicki, co-editor of the '76 book, said there was no comparison between the sample books rejected and the books that finally arrived in September. "The latter were much better, and we were pleased overall with them," he said.

The theme of the 1976 Talisman was "Touching Each Westerner Differently." "We went behind the scenes in our approach for the year," Siwicki said.



For many Western students the summer was a chance to earn extra money or take a break from classes; however, nine students chose this time to do foundation work for three hours of class credit.

The group, all members of an internship class offered by the mass communications department, had to meet basic requirements to earn the credit.

"Before a student can apply for the class, he must have taken 21 hours of mass communications courses (particularly in his field of interest)," said Professor David Whitaker.

The internship also must meet basic requirements, Whitaker said. "It must involve 30 hours of work a week for a minimum of eight weeks."

The students were Donnie Beauchamp, Becky Bruce,

## Students benefit from . . .

# Practical learning

Bruce Edwards, Pat Hohman, Carl Krull, Chris Marion, Alfina Mami, Richard Halicks and Ric Bryant.

Bryant worked as a reporter for a set of weekly newspapers in Jefferson County. "On Mondays and Tuesdays I wrote stories, and on Wednesdays I worked on headlines and layouts," he said.

The transition from college work to practical experience proved disappointing for some students.

Alfina Mami said she thought

her internship taught her a big lesson between practicality and idealism.

"When a person works on a newspaper in the 'real world,' he has to get rid of the idealism found in a college newspaper situation," she said. "I think you have to lower your journalistic standards a bit."

Pat Hohman also was somewhat disappointed with his work as a reporter for a local television station.

"I found there is a great difference between broadcast

news and newspaper work," he said. "I was a little disillusioned with my work at the TV station. There's so much show biz involved."

Students also were involved in public relations work. Two interns worked for the Tennessee Valley Authority at Land Between the Lakes in Western Kentucky. Becky Bruce was a writer, and Donnie Beauchamp was a photo intern.

Beauchamp said he found his internship challenging since he had to produce something each day.

Bruce Edwards agreed with Beauchamp and said he found his photo internship at the Louisville Courier-Journal and Times challenging and rewarding.

Edwards worked with Bryan Moss for the summer. "I really liked being able to talk to someone I respected—someone who knows a lot about photography," he said.

The internship is not all of the work involved for class credit. The interns must give oral and written reports in the semester.

The evaluation is reciprocal. Whitaker said the employers evaluate the interns and grade them according to ability, work, cooperation and performance.

Despite the disappointments, all students interviewed agreed the internships were worthwhile. Perhaps their feelings could best be summed up by Ric Bryant's evaluation of his job. "It's good practical experience, and that's how you really learn," he said.



**TAKING HIS TURN** on the "air," Greg Stotelmeyer prepares to play a record for his listening audience. During the summer, WKYU's studio and radio lab facilities were switched so the station could be more visible. Stotelmeyer, who works part-time for WBGH, was news director for the campus station last spring. Tom Beesley has replaced Stotelmeyer as news director this fall.

## Convention bound students are California dreamin'

Western Kentucky University will once again be represented at the national convention of The Society of Professional Journalists—Sigma Delta Chi (SPJ-SDX) Nov. 10-13 in Los Angeles, Calif.

Campus chapter members met in October and elected Greg Kuhl as the official delegate to the national convention and Tom Beesley as Kuhl's alternate.

Several chapter members, plus campus chapter adviser Prof. James L. Highland, are to represent Western at the convention. Kuhl is also a candidate for student member of the SPJ-SDX Board of Directors.

Syndicated columnist James J. Kilpatrick will be the keynote speaker for this year's convention, which is expected to attract more than 2,000

persons from across the nation.

Marlene Sanders, vice president and director of television documentaries for ABC News, will be the luncheon speaker Nov. 12. Participating in a magazine panel will be Jann Wenner, editor and founder of Rolling Stone magazine; Richard Stolley, managing editor of People magazine, and Marvin Stone, editor of U.S. News and World Report.

Los Angeles was the scene of the SPJ-SDX national convention in 1965. The general chairman of that convention, Hank Rieger, vice-president of NBC, is general chairman for this convention.

Official activities begin Wednesday evening, Nov. 10, with a welcoming reception. Hosts will be KTLA and

KTTV television, KMPC radio, and the Santa Barbara News Press and San Gabriel Valley Tribune.

Following the Thursday opening meeting is a luncheon given by Copley Press, John Scripps Newspapers, Santa Monica Evening Outlook, Riverside Press Enterprise and San Bernardino Sun-Telegram. Host for the evening reception is the Los Angeles Herald-Examiner.

The convention luncheon on Friday will be sponsored by the three network television stations in Los Angeles, KABC, KNBC, and KNXT. A reception before the Friday dinner will be sponsored by the Van Nuys News and Long Beach Independent Press Telegram. The Los Angeles Times is host for the dinner.



## Wesolowski says

# Egyptian media are 'authoritarian'

Dr. James Wesolowski, who has returned after a sabbatical leave in Cairo, Egypt, described mass media in Egypt as functioning "under a highly centralized authoritarian type of control."

Wesolowski left for Egypt in the fall of 1975 to teach at the American University in Cairo.

"Egyptian media are operated entirely by the government," Wesolowski said. "The Arab Socialist Union (ASU), the only legal Egyptian political party, owns 51 percent of the three Egyptian newspapers in Cairo."

Wesolowski said the ASU chairman, Anwar Sadat, is also the president of the Arab Republic of Egypt, and appoints the editors and publishers of those newspapers.

The newspapers are printed in Arabic, but the Middle East News Agency publishes a Cairo Press Review, an English translation of the full text of major stories and a summary of less important stories each day.

Noting that the Egyptian newspapers sometimes criticize the government, Wesolowski said that while he was there some questions were raised

about the financial dealings of former Egyptian President Gamal Abdel Nasser.

At the same time, he said everything was "up" for the current president and his regime with positive stories focusing on the administration's plans for progress within the Arab world.

Wesolowski described Egyptian television as government owned and primarily devoted to entertainment.

"Television news programming is much like that in the United States," he said, "but from a technical standpoint it is similar to the style Americans were accustomed to in the 1960s."

English is the language of instruction at the American University. Wesolowski said that, while Arabic was the language of the people, the students spoke English, very often French and sometimes Turkish.

Wesolowski said the students were "extremely intelligent"

and represented the upper crust of Egyptian society. "They were highly motivated, excellent people."

Shortly after arriving in Egypt, Wesolowski was named head of the mass communications unit. He taught both graduate and undergraduate courses in communication of innovation: McLuhanism, internship, a research seminar and independent reading.

He also handled the master's comprehensive examination procedure during the second semester.

Working primarily with graduate students, Wesolowski said he was able to garner a great deal of research in a variety of areas, including Egypt's overseas broadcasting before, during and after the October 1973 War, TV News exchanges with the Arab States Broadcasting Union, journalism education in Egypt and press treatment of previous regimes during the first five years of

control by Gamal Abdel Nasser.

Wesolowski specifically studied nonverbal and intercultural communication from the perspective of an American in the Arab world. His findings, with visual illustrations, were presented in September at the annual convention of the Kentucky Association of Communication Arts at the University of Kentucky in Lexington.

In addition, the mass communications professor was able to arrange for initial contacts between the Egyptian Ministry of Higher Education and the Speech Communications Association (SCA).

The contacts were designed to eventually bring about an exchange of students to engage in campus debates under the SCA's committee on international discussion and debate.

On his return trip Wesolowski stopped in Greece, Yugoslavia, Romania, Hungary and Poland.

## Depth

Continued from page 1

job. It's important in this business. It's the only tool you have for communication."

Ausenbaugh joins Professors David B. Whitaker, Robert Adams and Jim Highland on the newspaper journalism faculty.

Whitaker has more than 22 years professional experience, 17½ with the Louisville Courier-Journal and Times in sports writing, sports editing and copy desk work. In addition, he was city editor of the Park City Daily News and editor of the Daily Kentuckian, a Bowling Green newspaper no longer published.

Adams, news adviser to the College Heights Herald, has three years experience with the Park City Daily News.

Highland has more than 11 years professional experience, having served as writer and editor of various publications in West Virginia, Oklahoma and Kentucky.

# Accreditation spurs 'selectricity'

The acquisition of electric typewriters for reporting laboratories and the planned purchase of video display terminals for editing laboratories is moving the mass communications department closer to accreditation in journalism.

David B. Whitaker, director of university publications and coordinator of journalism, said the improvement in equipment is one of many steps necessary for accreditation which could come within five years.

The department plans to have the typewriters installed in reporting laboratories by the end of the fall semester and hopes to acquire the video display terminals and type storage equipment in the spring semester.

Journalism faculty members have been working for the last two years restructuring the department's curriculum to make it meet standards set by the American Council on Education for Journalism, the accrediting agency.

Whitaker said the new standards make it necessary for a student to take a

combination of theory and professional courses, with heavy emphasis on professional instruction.

Previously, students could obtain a degree in mass communications by taking only theory and methodology courses without learning professional skills.

Whitaker described what has taken place during the past two years as "a mountain of work" on the part of journalism and other mass communications faculty members.

Since the restructuring, the WKU Board of Regents has approved new degree programs in journalism and photojournalism and the redesign of the degree program in mass communications. Recently, Western's academic council approved changes in the journalism education program to make it compatible with other majors.

Whitaker said the whole idea behind the changes is to place the emphasis on practical experience and training and educating students for careers in newspaper journalism.

Other program objectives include instilling a sense of professionalism in the student and enhancing the student's understanding of the role of the press in society, he said.

All three programs utilize four core courses: process and effects of mass communications, basic reporting, press law and ethics and American press history.

"The requirements were set up to meet accreditation standards," Whitaker said, "but more importantly, they were designed to insure the integrity of a strong program."

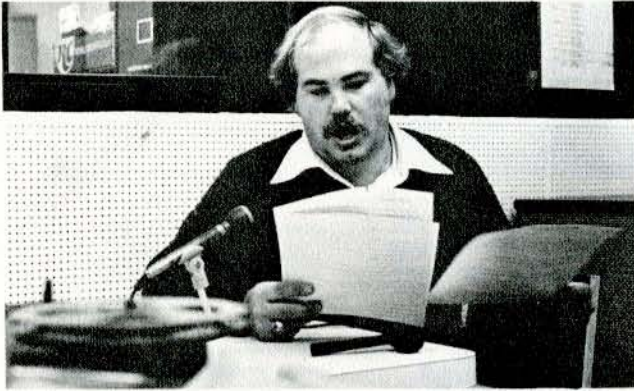
"Our main objectives are to help graduates get jobs, to hold their jobs, and to be promoted," Whitaker said.

The general mass communications program still exists for those who want a liberal education but have no plans for working professionally on newspapers or for broadcasting stations.

The primary objective of the theory-oriented program is to assist students become articulate consumers of the mass communications product.



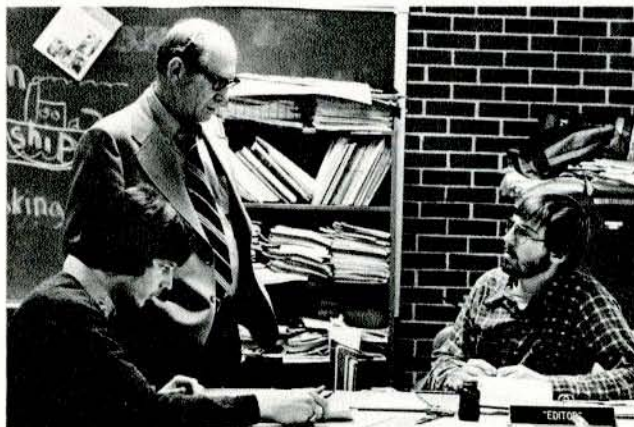
# Student media led by SDXers



**TOM BEESLEY** reads wire copy in preparation for a WKYU newscast.



**TALISMAN EDITOR Donna Buckles** talks with members of her staff as the deadline for early sections of the yearbook nears.



**HERALD EDITOR Neil Budde** gets some advice from David B. Whitaker, director of university publications, as Richard Halicks, new editor, reviews copy.

**T**om Beesley, Donna Buckles and Neil Budde are all tops in their fields. Beesley is news director of Western's radio station; Miss Buckles is editor of the 1977 Talisman, and Budde is editor of the College Heights Herald.

In addition to these responsibilities, all three have similarities and differences. All three are members of Sigma Delta Chi, and all are applying innovations to their jobs.

Although Beesley just started as news director for WKYU, he already claims a better understanding of that position. "From a reporter's standpoint, it seems like a news director doesn't do much," he said, "but he does a lot more than you think."

Miss Buckles also has an appreciation for her job. "I think it is more valuable to do the yearbook than to get a 4.0—except in my journalism classes," she said.

Compared to Beesley and Buckles, Budde is a veteran in his position. He has set a precedent by being the first Herald editor to serve for two consecutive years.

According to the Elizabethtown senior, his job has been easier so far this year. He credits this partially to a summer internship with the Charlotte Observer in Charlotte, N.C.

During the summer he had five production deadlines. On the Herald he has two a week. "It's helped me get things done on time," he said.

Budde said his staff is more versatile this year, aiding in the reporting of campus events. "In the past, our staff has been made up of people who worked on the Herald. That was their only activity. This year, most of our people are involved in what's going on around campus," he said.

All three have begun innovations to help make this year unique.

"It was a total management decision to change the news format at the radio station," Beesley said. From surveys taken on campus, the radio station changed from five-minute newscasts to a maximum of two and one-half minute newscasts.

"We found that students were tuning out the five-minute

newscasts," Beesley said. "Now we get more information in less time by condensing and sticking to the basic who, what, when, where and why."

A feature called "Hill-Lights" was also started this year. "It's a close, personal look at the people, places and events that affect the Western student," he said.

Miss Buckles said change in layout design will be the major innovation in the 1977 Talisman. "The element of space, especially white space, will be more predominate in this year's book. In the past it has been somewhat neglected," she said.

According to Miss Buckles, the budget might impose some limitations on the '77 book. "I'd like to see each spread designed very carefully, but we will have to be careful with the budget and save as much space as we can," she said.

Innovations have also been undertaken on the Herald this year. According to Budde, Friday editions of the Herald now contain a "Weekend" page dealing with activities and events that take place on the weekend.

"It (the Weekend page) will contain mostly entertainment ideas and will be geared for those students who stay here on the weekends," he said.

Another change for the Herald is weekly consumer items for students on such topics as bicycles, day care centers and auto repair and maintenance.

Asked what effect their positions would have on possible jobs after graduation, the three had mixed feelings.

Budde said he thought his editorship would help him. "It will definitely help me in the editing aspect. A lot of my present job has involved news decisions, copy editing and layout design," he said.

"I think being editor will help a lot when I go to look for a job," Miss Buckles said. "I hope to get a job as a feature writer for a newspaper or magazine."

According to Miss Buckles, working on the yearbook has helped her achieve that goal as a writer. "The type of work we do on the yearbook involves magazine-type writing," she said.



## Herald wins best rating

Associated Collegiate Press has awarded the College Heights Herald its ninth straight All-American rating.

The highest possible rating from ACP was awarded for the 1976 spring semester. The Herald has received All-American ratings every semester since the spring of 1972.

The newspaper was judged in five categories: coverage and content, writing and editing, editorial leadership, physical appearance, and photography. It won Marks of Distinction in every category except writing and editing.

Roger Skophammer judged the paper. Skophammer said the paper contained few flaws in makeup and that overall appearance was "bright and interesting."

The Herald was awarded 4,190 points out of a possible 4,500 in the five categories combined.

Neil Budde, a senior journalism major from Elizabethtown, was editor during the spring semester, and Betsy Leake was managing editor.

Budde said the judges aren't always consistent in their criticisms. "One time they criticized our editorial leadership, the next time it was the page makeup and this time it was the writing and editing," he said. "But after all the hard work, it is always nice to receive some recognition."



MASS COMMUNICATIONS students (above) man the telephones and electronic "tote" board during WTVF's coverage of the Kentucky primary, while Don Bruce (below) zeros his camera in on the anchor desk.



## 'Taste of life'

Continued from page 1

department.

Participating students have been enthusiastic about the project, and Anderson said many more could have been involved if it had been during the school year.

"I'd like to do it again tomorrow," Combs said. "It was a once in a lifetime experience, working interstate with that size audience."

The viewers were informed of the student involvement, and Anderson said WTVF got a few telephone calls complimenting the quality of the coverage.

"There wasn't a single mistake on the air, which is amazing in itself," he said. "There were no bad camera shots, no turned-off microphones. It says a lot for the quality of our facilities and our students."

Praising the production as a "tremendous effort," Clark said, "The technicalities, the picture, the set, the color—you could have thought it was coming out of CBS in New York."

"The only problem I had was actually a personal one," he said, "I thought the set at Western looked better than ours." "Of course our set did look good."

## Blann leads PR session

A WKU advertising-public relations professor and one of his students participated in a one-day program of the Kentucky Public Relations Society recently in Louisville.

Prof. Robert L. Blann conducted a session on news release writing, and one of his students, Brian Collins, was on a panel with three public relations professionals which discussed how to hire a beginner in public relations.

Blann is chairman of the public relations program at Western, the only one of its kind in the state. Collins is a senior public relations major from Erlanger.

In addition to Blann and Collins, 10 other WKU public

relations students attended the conference which attracted some 500 public relations professionals from Kentucky and Indiana.

Western is one of 11 schools in the nation which offer a major in public relations.

Evaluating his experience, Collins said the seminar gave Western students an opportunity to talk with professionals about employment after graduation.

Internships could also be a major benefit to PR students, Collins said, and "we were fortunate enough to obtain information on how summer job opportunities could be expanded."

### The Fourth Estate

The Fourth Estate is published quarterly by the Western Kentucky University chapter of The Society of Professional Journalists, Sigma Delta Chi in cooperation with the Office of University Publications and the Department of Mass Communications.

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